

When selling on Amazon, your product images play a major role in helping customers decide what to buy. Buyers cannot touch or test the product, so they depend on images to understand what you are offering. That is why Amazon has clear and strict rules about what kind of images you can use. These rules are called the [Amazon listing images guidelines](#). If you do not follow these image guidelines, your product may not appear in search results. Worse, your listing can be removed. At **Upscale Valley**, we help sellers create image sets that not only follow Amazon's rules but also boost sales by showing the product in the best way.

Why Amazon Listing Images Guidelines Matter

Amazon wants customers to have a good and safe shopping experience. That is why they check all product images to make sure they are clear, honest, and helpful. Following the **Amazon listing images guidelines** helps you:

- Avoid listing suppression
- Build customer trust
- Improve your product's visibility
- Get more clicks and sales
- Reduce returns and complaints

Images that follow the rules look more professional and often lead to better conversion rates. At **Upscale Valley**, we focus on building image sets that meet both Amazon's requirements and customer needs.

How Many Images Can You Add?

Amazon allows you to upload:

- **1 main image** (required)
- **Up to 8 additional images**
- **1 video** (optional, in most categories)

We always recommend using at least **7 images**. These can show different angles, uses, and features of your product. If used well, each image can tell a part of your product's story.

Amazon Listing Images Guidelines for the Main Image

The main image is the first image shown in search results. It is also the first image on the product page. Amazon has strict rules for this one.

Main Image Must:

- Show only the product being sold
- Be photographed on a **pure white background** (RGB 255, 255, 255)
- Fill at least **85% of the image frame**

- Be **professionally lit and focused**
- Be **free of watermarks, logos, or extra text**
- Use **no props or models**, unless the item is clothing

File Requirements:

- **Format:** JPEG (.jpg) is best
- **Size:** Minimum 1000 pixels on the longest side (for zoom to work)
- **Recommended size:** 2000 x 2000 pixels for better clarity
- **Color mode:** RGB

At **Upscale Valley**, our team takes care of the main image by using studio lighting, proper angles, and post-editing to make sure it meets all Amazon guidelines.

Guidelines for Additional Images

The other images in your listing can show the product's features, benefits, use cases, and package contents. Amazon gives you more freedom here, but there are still some important rules.

Additional Images Can Include:

- Lifestyle photos showing the product in use
- Infographics with short texts and feature highlights
- Close-up shots of materials or buttons
- Comparison charts
- Images showing the product dimensions
- What's-in-the-box images

These Images Must:

- Be relevant to the product
- Avoid misleading or exaggerated claims
- Be high quality and easy to understand
- Not contain offensive or inappropriate content
- Follow Amazon's content policy

At **Upscale Valley**, we create custom image sets with infographics, lifestyle shots, and visual guides that follow Amazon listing images guidelines and increase buyer confidence.

Technical Image Requirements

To follow **Amazon listing images guidelines**, your images must meet these technical requirements:

Requirement	Standard
File format	JPEG (.jpg), TIFF (.tif), PNG (.png)
Color mode	RGB
Resolution	Minimum 72 dpi
Size (pixels)	Minimum 1000px on the longest side
Zoom functionality	Enabled above 1000px, best at 2000px
File size	Under 10 MB

Images that are too small or the wrong format may not display correctly or could be removed. Our team at **Upscale Valley** delivers images in the correct format and resolution every time.

Mobile-Friendly Images

Most Amazon shoppers now use mobile devices. This means your images must be easy to view on small screens.

Mobile-Friendly Image Tips:

- Use large, readable text in infographics
- Keep image designs simple and clean
- Put the focus in the center of the image
- Make sure features are easy to see, even on small screens

We design with mobile users in mind. Our layouts and font sizes are tested for clear viewing on all screen sizes.

Best Practices to Follow

Here are some top tips based on Amazon listing images guidelines and our experience:

1. **Use all image slots** – Give the customer as much information as possible.
2. **Stick to one main theme per image** – Don't overload with too much information.
3. **Be honest** – Don't show features that your product doesn't offer.
4. **Highlight benefits, not just features** – Show how your product solves a problem.
5. **Use professional photography** – Clear, sharp images build trust.

At **Upscale Valley**, we offer complete image creation services including strategy, photography, editing, design, and optimization.

Common Mistakes to Avoid

Many sellers fail to follow Amazon's guidelines. Here are some common errors to avoid:

- Using non-white background for the main image
- Adding logos or badges to the image
- Uploading low-resolution or blurry images
- Including props that are not part of the product
- Using too much text in infographic images
- Ignoring mobile-friendly design

Avoiding these mistakes helps you keep your listing active and increases your chances of success.

How Upscale Valley Helps

At **Upscale Valley**, we specialize in creating Amazon images that are both attractive and compliant. Our process includes:

- Reviewing your product and category
- Planning a complete image strategy
- Professional photography and editing
- Creating lifestyle and infographic images
- Ensuring every image meets Amazon's latest guidelines
- Delivering images ready for upload

Our creative team helps Amazon sellers like you stand out in a competitive marketplace while keeping every image compliant.